



June 24, 2004

374 Kenneth Hahn
Hall of Administration
500 W. Temple Street
Los Angeles, CA 90012
Tel 213.974.1343
Fax 213.625.1765
www.lacountyarts.org

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Board of Supervisors
Michael D. Antonovich
Yvonne Brathwaite Burke
Don Knabe
Gloria Molina
Zev Yaroslavsky

Dear Supervisors:

**JOHN ANSON FORD AMPHITHEATRE -
APPROVE FISCAL YEAR 2003-2004
FORD THEATRE DEVELOPMENT FUND
APPROPRIATION ADJUSTMENT FROM CONTINGENCY FUNDS
(ALL DISTRICTS) (4 VOTES)**

Commissioners
Carlos C. Barrón
President

Hope Warschaw
Vice President

Marjorie Lyte
Secretary

Rosalind Wyman
Executive Committee

Laurel Karabian
Immediate Past President
Executive Committee

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the attached request for Appropriation Adjustment to release \$40,000 of the FY 2003/2004 Appropriation for Contingencies in the Ford Theatre Development Fund budget, to provide funding and appropriation to cover additional expenses resulting from higher than projected ticket revenue and lease activity at the John Anson Ford Theatres.

Arlene "Phoebe" Beasley
Tomas Benitez
Ollie Blanning
Aurelia Brooks
Alis Clausen
Judith Galperson
Betty Haagen
Adrienne Hall
Ronald D. Rosen
Michael S. Schneider

Laura Zucker
Executive Director

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

In the summer of 2003, Ford Amphitheatre ticket revenue increased 50% relative to the prior year as a result of increased attendance and an increased number of lease events using the services of the Ford box office. The winter season at the smaller [INSIDE] the Ford theatre also had gross ticket sales of twice the previous year. Increased ticket sales have continued as the 2004 summer season has gotten underway. In addition, the Ford box office successfully expanded its ticketing services to local theater companies, most notably in the last quarter of this fiscal year.

As a result, Ford ticket sales have significantly exceeded original projections for the year by over \$200,000. Higher than projected lease activity has also generated more than \$25,000 in additional revenue for the Ford.

With these increases in revenue, the Ford has experienced a corresponding increase in associated expenses, most notably payments to artists that are linked to ticket revenue as well as event-related staffing and maintenance which have been higher as the result of an increase in the number of uses of the venue. While the result has been an improved net bottom-line financial picture for the Ford, the increased expenses have resulted in financial requirements for FY 2003/2004 exceeding those originally budgeted for.

Approval of this proposed use of contingency funds for the Ford will allow the Ford to meet the financial obligations resulting from the successful expansion of activity at the venue.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goals of Service Excellence and Fiscal Responsibility as the recommended approval of use of contingency funds reflects an increase in 1) providing the public with affordable access to quality arts programs and 2) a furthering of public private partnerships within the Los Angeles arts community.

FISCAL IMPACT/ FINANCING

Funds to be released for use were in place in the Ford Theatre Development Fund at the beginning of the fiscal year and designated for contingency use as part of the fund's Fiscal-Year 2003-2004 budget. A new influx of funds from ticket, lease and concessions revenue, larger than the total contingency amount originally allocated, has been generated during the course of FY 2003/2004 and will leave the Ford Theatre Development Fund fully able to meet its projected obligations for the FY 2004/2005 year after use of the requested contingency funds.

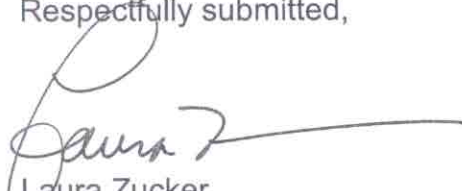
FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Not applicable.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Not applicable.

Respectfully submitted,



Laura Zucker
Executive Director

Attachments: 1

REQUEST FOR APPROPRIATION ADJUSTMENT NO.
BOARD OF SUPERVISORS

June 24, 2004

AUDITOR-CONTROLLER.

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. WILL YOU PLEASE REPORT AS TO
 ACCOUNTING AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF ADMINISTRATIVE OFFICER FOR HIS RECOMMENDATION OR

ACTION.

ADJUSTMENT REQUESTED AND REASONS THEREFOR

FY 2003-04**4-VOTE B.A.**SOURCES

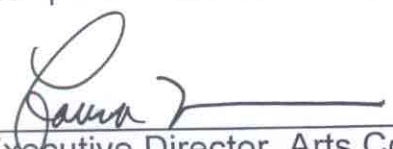
Ford Theatre Special Development Fund
 Appropriation for Contingencies
 CA3 - BS - 40559 - 3303

\$40,000USES

Ford Theatre Special Development Fund
 Services and Supplies
 CA3 - BS - 40559 - 2000

\$40,000JUSTIFICATION

This appropriation adjustment is necessary to release fund from the Appropriation for Contingencies to Services and Supplies to finance the operation at the Ford Theatre.


 Executive Director, Arts Commission

CHIEF ADMINISTRATIVE OFFICER'S REPORT

REFERRED TO THE CHIEF ADMINISTRATIVE OFFICER FOR---	ACTION	APPROVED AS REQUESTED	AS REVISED
	RECOMMENDATION	20	
AUDITOR-CONTROLLER BY		APPROVED (AS REVISED): BOARD OF SUPERVISORS	20
NO.	20	BY	CHIEF ADMINISTRATIVE OFFICER
			DEPUTY COUNTY CLERK